

BSV (Brussels Special Venues) brings together Brussels' top event venues. It is the only events industry association in the European capital, representing 30 venues and offering an unparalleled selected venues network for meeting planners worldwide.

### Background

BSV facilitates venue searching and connects event planners and site owners. Every year, over one million visitors participate in more than 4,500 events organised and hosted in BSV venues.

### Marketing and communication campaign objectives

Connected Concepts was requested to:

- Acquire new clients and find new markets
- Raise awareness and interest
- Generate visibility
- Develop and improve digital marketing tools
- Build effective online brand strategies
- Reach key business contacts
- Create community relations
- Strengthen loyalty with existing customers
- Create communication content and highlight USP
- Drive sales
- Increase market share

### Effective support - our undertaking

In 2014, we helped BSV to create and consolidate a strong online presence and expand their client and prospect database. Each BSV member could benefit of the increased visibility brought by a dynamic and targeted marketing campaign.

### Ongoing partnership

We continue working with Brussels Special Venues in 2015, assisting the association in defining and executing successful digital strategies through a new interactive brochure and a responsive website.



"We asked Connected Concepts to help us boost our website visits and introduce us into social media. We were pleasantly impressed with their experience in these domains and noticed our prospects database growing each day, thanks to the pro-active approach and the close collaboration with our members.

Connected Concepts is a small but very focused agency and their professional advice has been essential for our activities."

**Jean Vandamme**  
BSV President

Take a look at our recent projects and explore the possibilities: [www.connectedconcepts.eu](http://www.connectedconcepts.eu)

Or contact us for more information:  
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